# MOTOR SALES SLOGAN

Maxwell Company's Plan Meets With General Approval.

#### NEW YORK FIRST TO TRY IT

field is the new plan of one manufacturer. scheme to have district demonstra travelling around the various diviious of territory, taking care of women customers and also interesting dealers in hers in the seiling end was launched last week by the Maxwell Motor Company. At a reception and tea in the local branch. the Maxwell Motor Sales Corporation, a great crowd of women listened to talks on the subject, watched a woman take earned that in the course of the very offernoon one of the women workers had

The plan is to be followed with other cities, Chicago, Washington, Los Angeles, te. It is thought best to open up on the Pacific coast in the cities where the weather will be favorable to having the women go out for demonstrations. New York was the starter and the others will be coming soon. The idea is that there be one regularly factory appointed coman demonstrator for each one of the fifty-two selling districts of the Maxwell and these are to travel in their respective districts on the work. At present the saleswomen's bureau is in charge of Mrs. Crystal Eastman Benedict. She has an office in the United States Rubber Building and it's a busy place these days.

good reasons for women to be so employed in the motor business. She thinks that women demonstrators will take more eriously the expressed desire of their car buying sisters to know about the car mechanism. "Men never do seem to regard the women as in earnest about learning what makes the car go and how to keep it going," she says. "Many women have said they felt this way about it and also that they rather hesitated to talk to man about it. They think that with

are physically equipped to run modern venience of the driver for the manipula-

Mary E. McDowell, head resident, United States are taking great interest in the plan, and control of the United States are taking great interest in the plan, and control of the plan.

the Juvenile Court, Mary M. Barteime, Chicago, each give personal inforements to the plan.

Women all over the United States are taking great interest in the plan and many are anxious that the experiment have the best possible assistance to make it a success. The plan does not eliminate men from the field whatsoever. It means the opening of a new field for women in which they are employed to sell cars to women. To show their interest, here are one of the women who were at the Max.

Well reception:

Miss the Carpenter, Mrs. Robert F. Wathiston Dr. S. Josephine Bakker, Mrs. Charles Beard, Miss Katherine H. Bill, Mrs. Chystal Eastwan Benedic, Miss Inselling Mrs. Abell Dodge, Mrs. Whilam Elassiah, Mrs. Broence Guerney, Mrs. Washington and Mrs. Charles Thank, Miss Elassian Roman, Mrs. Charles, Mrs. Whilam Heath, Mrs. Edward Mrs. Charles, Mrs. Whilam Heath, Mrs. Charles, Mrs. Whilam Heath, Mrs. Edward Mrs. Charles, Mrs. Whilam Heath, Mrs. Edward Mrs. Charles, Mrs. Whilam Heath, Mrs. Edward Mrs. Charles, Mrs. Whilam Heath, Mrs. Charles, Mrs

# "JOBS FOR WOMEN" IS INAUGURATING MAXWELL PLAN FOR WOMEN DEMONSTRATORS



Mrs. Inez Milholland Boissevain speaking to women at reception in salesrooms of Maxwell Motor Sales Corporation, commending Maxwell Company as being the first of the automobile factories to employ women for sales and demonstrating work.

# WILLYS ANNOUNCES **NEW KNIGHT CAR**

Will Build Improved Machine of Sleeve Valve Motor Type.

A new and improved Willys-Knight for women selling cars they'll find folks who understand them better." She didn't subunderstand them better. She didn't sub-baribe to the idea that it would be the men who would take up most of the time of the saleswoman, dependent of course in the world. Although the famous sleeve in the world. Although the famous sleeve personal attractions, automobile business has been a usiness right along," she added changed from last year lines of the body cally

eminently fitted not only to run motor ing. In both the front compartment and call. It is the only moving picture machine of driving a motor is no longer one of physical strength. The qualities that go High seat backs and unusually deep up-tention. physical strength. The qualities that go holstery, so designed as to give unito make a good chauffeur I believe women share equally with men. These qualities form support to the body, add much to the riding comfort of the car. Full Turbaness, firmness, quickness and the riding comfort of the car. Full Turbaness and the riding comfort of the car. Full Turbaness and the riding comfort of the car. Full Turbaness and the riding comfort of the car. Full Turbaness and the riding comfort of the car. Full Turbaness and the riding comfort of the car. are alertness, firmness, quickness and the riding comfort of the car. Full Turthere of touch. But above all a reali-tion of the responsibility of the driving, kish roll cushions built upon long, flexible where a moment of carelessness might re- springs of high quality are filled with other sult in injury or death to pedestrians or selected curled hair and covered with sible pants of the car itself.

believe not only that women would ze this responsibility and can be the provided to the performance.

long straight grained hand buffed leather. perform. Army officers can be seen in the battle front extending upward of 1 pictures making notes and records of the performance.

The front seats are adjustable, permitting the performance. realize this responsibility and can be trusted with it, but I believe that they ting the position best suited to the con-

tion of controls. Vernett Morse, honorary An instrument board extending across

Oakland Car Makes Long Run on Little Fuel.

## SELLING BY MOVIE FILM.

Device for Display. A new stunt has been adopted by the

Poertner Motor Car Company, Eastern distributers for Jeffery and National cars. In the salesroom window is a new machine called the Kinak, which shows mov-ing pictures of the Jeffery truck going through a most remarkable performance before Government and military experts. The Kinak is the invention of Hartwell W. Webb of New York city and differs radically from other moving picture de

long and one foot in height, from which projects a second pyramid shaped box ture as the film reel is turned automatifor the best, too."

Since the plan has been under way many striking testimonials to it have been with the smooth straight line of the body, constitute a beautiful example of the true streamline type. A rich dark blue finish with stripes of ivery white someoneted with it. For instance, "I want to tell you that I am very much interested in your undertaking to open up a new and well paid occupation to women. In my opinion women are sminently fitted not only to run motor."

I with the smooth straight line of the body, constitute a beautiful example of the true streamline type. A rich dark blue finish with stripes of ivery white again. This is continued until it is desired to shut off the machine. When placed in a store window it may be run continuously all day and immediately upon completing a possibility of receiving fresh supplies of gasolene from America, except through the true streamline type. A rich dark blue finish with stripes of ivery white lends effectiveness to the body design.

The new body furnishes an abundance of leg room for the tonneau passengers. With the full complement of five passengers, but the finish with stripes of ivery white lends effectiveness to the body design.

The new body furnishes an abundance of leg room for the tonneau passengers. With the full complement of five passengers, but the full complement of five passengers and rewinds. Upon completing the rewinding process it immediately upon completing the rewinds. Upon completing the rewinding process it immediately upon completing the rewinds. Upon completing the rewinds upon completing the rewinds. Upon completing the rewinds upon completing the r

### FIGHT IN EUROPE Jeffery Local Dealer Uses a New IS A GASOLENE WAR

Strife of Nations Being Decided by Motor Machines.

It consists of a box about two feet QUAD TRUCKS ARE BEST

Europe being a gasolene war was com-

for this vehicle, the salesman requests him to walk over and watch the film operate in order to convince the prospect.

The little machine has made such an im-Mrs. T. Vernett Morse, honovery the first for life of the Vocational Art Federation in Chicago, wrote: "The first fleed of the Vocational Art Federation of the Vocat

tingency of war into which we might be plunged at any time during the pres-ent disturbance abroad. And it must not be forgotten that every horse killed in Europe and every horse exported from America makes it just that much more certain that the next war, too, must

### WHEN LAYING UP THE CAR. Some Things to Be Done for the

Protection of tires in the winter time, when many cars are laid up and not used, is again a timely subject, and these simple suggestions for care of tires and tubes are repeated, says an Ajax tire

Saving of Your Tires.

for the winter months it is absolutely essential that the tires also receive care-

ful attention to preserve their

and also to prevent deterioration.

If the tires remain mounted on the wheels the ear should be Jacked up on all sides and the tires deflated by moving the valve insides from the valve. All cuts in the tires should then be thoroughly cleaned with gasolene to free them from any possible traces of oil which may have been picked up from the garage floor or road. These cuts can then be repaired by filling in with some good preparation for this purpose. The wheels should then be covered to protect the tires from light and heat-these two agents, in addition to oil, being

New tires and inner tubes should also be treated in a similar manner as above outlined. The main thing to bear in mind is to have them properly covered and stored in a dark, cool place.

# Twelve Cylinders the Coming Thing

N multiple cylinder motor car engines the next step is going to be the twelve cylinder is the prophecy of those who pretend to know what the future will bring forth. It is only a short time since the eight cylinder made its appearance in the American car building field, but once started the motor car designer is likely to go as far as the power boat man.

It is understood there is actually now being tried out by one of the foremost makers in the country a twelve cylinder car.

way can be insure the fact that the rear wheels will unfailingly follow the front ones when on a greasy, slippery stretch.
The swing of so much as a foot that would be unavoidable without this protection would frequently mean "sideswiping" another machine in the process of squeezing through narrow lanes of squeezing through narrow lanes of the consequently he makes certain.

The knowledge of, and possession of.

himself has no particular regard for his other hown sufety or that of his fare there is Visitors to one rule that he is not permitted to vio- Grand Central ne rule that he is not permitted to vio-tte he cannot drive away from the stand" cituer when it is raining or when stand either when it is raining or when the pavements are about to be wetted longer stroke than in former years, on the rear growth. Eight Tests Conducted With Buick The Stewart vacuum gasolene system

PRAISE STEWART SYSTEM.

at Indianapolis.

will go down into automobile history as the biggest innovation of the 1915 automo-

bile season, the same as the electric

starter was credited as the big success

starter was credited as the big success of the 1912-13 seasons. This invention, which is a simple control of gasolene, has already proved its superiority in many ways. Eight exhaustive tests con-

ducted with a new model Buick 55-C on the Indianapolis Motor Speedway a few

of the A. A. A. both on the Indianapolis

Motor Speedway and rough muddy high-

manufactured to-day.

Hoynes, Cole, Jeffery, Kissel, Velle, Ma-

Chains When Weather

Threatens.

TAXI DRIVERS USE

system over pressure feed.

# SHOW STUDEBAKER PROCESS IN MOVIES

Benson Demonstrates the Automobile Building by Films.

To demonstrate to customers and those about to become customers the superiority of the Studebaker "Four" and the rector of Sales E. R. Benson has had a is the progress of construction of a Stude-baker car from the time the steel billets as a work bench, with consequent dams are received at the factory in Detroit to its brilliant enamel. It turns down the weather a freezing rain. No more are received at the factory in Detroit to its ideal conditions for gruelling tests ever up to the minute the customer rolls away front

ple and are a remarkable example of film lessening the wind resistance.

photography. White facketed chemists Many people do not consider that the photography. White jacketed chemists are first shown in the laboratory making mon, White, Oakland, Auburn and Mit-Studebaker cars. Heat treating processes such is the fact, in theory at least are shown, stamping machines and trip moulding the guard so as to lesse: chell are among the large manufacturers who have contracted for the Stewart vacuum system as regular equipment. CAUTIOUS METHODS travelled the many miles necessary to because they are not seen easi the rears of the bodies are followed. about the absolute necessity for They Hustle to Put on Their portions of the film is that which has to pointed or extended to cause less variable to as the car speeds. This lessened variable to Put on Their portions of the film is that which has to as the car speeds. This lessened variable to Put on Their portions of the film is that which has to as the car speeds. do with the manufacture of the axles. White hot bars of vanadium steel are the smoother and cleaner appearance. carried by men equipped with huge pincers before the great hammer that beats CHANDLER MOVES ON BROADWAY

# **AEROPLANE PAYS ITS** DEBT TO AUTOMOBILE

"Stream Lines" on Motor Cars a Grateful Return of Early Help.

### GREAT BODY IMPROVEMENT

#### By CHARLES E, DURYEA.

Each mechanical advance, no matter in what line, helps other lines forward. This has never been better illustrated than in the relations of the motor vehicle to the aeropiane. Mechanical propulsion on bad oil as without the chains. In no other quires so much power that light and powerful motors had to be designed. It was not possible for American pioneers

traffic. Consequently he makes certain that there will be no chance of a skid, and to provide against skidding is a stronger instinct with the average taxi that the improvements made necessary by stronger instinct with the average taxi that the improvements made necessary by pilot than his religion.

It is little short of amusing to note the unanimity with which these drivers hasten to get the non-skid chains on their cars before the first drop of a threatening shower spatters down upon the heated pavement in summer. Even if the driver himself has no particular regard for his own seets to relate of his fare there is

from the note not only that motors are being made aown, without having his non-skid chains on the rear wheels. Lack of this pro-pointing out the lines for automobile vision for safety makes him lose his place bodies. Boats and airships use smooth in the line, as the starter would not keep a fare waiting. Consequently it is easy and discuss and are worth the consequently in the line as the starter would not keep are waiting. to see why the taxl pilot anticipates trou-ble before it arrives and puts the tire chains on before they are actually summer to often prove but taken in summer too often prove, but 1915 re-veals a marked improvement in bodies. Designers are rapidly adopting the stream line body and its use has become almost the car, but to the speed and comfort road travellers and dwellers along the road as well.

Beginning at the front the flat radiator and projecting dash have almost completely given way to the curved or pointed radiator, back of which the hood slo slightly outward and upward until blends into and becomes a part of cowl. Then the wind shields are not so are inclined so as to offer less air resistnce, and the tops also have been condered from this wind resistance poin

Studebaker "Six" Vice-President and Di- but to-day the oval or crowned fender remarkable set of films made showing beauty. Being rounded on top it does not

op of the wheel travels twice as fast exhaustive tests of the steel used in offers four times the wind resistance, but

bicated and massive machinery for mak-the wind to stream past with only slight one drop forgings all appear, and by the resistance, and the absence of boxes, tires ravelled the many miles necessary to because they are nonsidered by buyers Perhaps one of the most interesting shapes of the aeroplane shells and ar-

more displicates of the model for their wines.

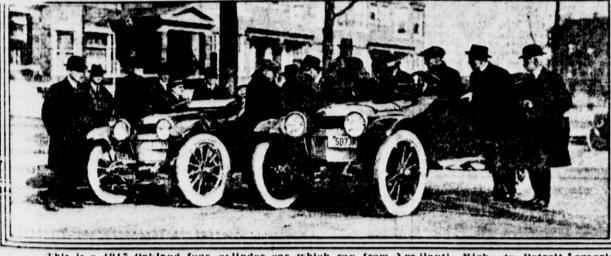
Notes of the Motor trade.

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All Weather Cars the Season's Development



and most popular is the Hupmobile fitted with sedan top, as here depleted. Charles E. Riess & Co., local distributers, report an active demand for these cars.



This is a 1915 Oakland four cylinder car which ran from Vps ilanti, Mich., to Detroit, covering 28.7 miles on a gailon of gasolene. Sidney B. Bowman, New York dealer in Oakland cars, will make some tests soon to show economy and other features of their machines